



## OFFICIAL NOTICE AND AGENDA

of a meeting of a City Board, Commission, Department Committee, Agency, Corporation, Quasi-Municipal Corporation, or Sub-unit thereof.

<b>Meeting:</b>	<b>SUSTAINABILITY, ENERGY AND ENVIRONMENT COMMITTEE</b>
<b>Members:</b>	Jean Abreu (C), Carol Lukens, Christine Daniels, Jesse Kearns, Britnie Remer, Daniel Zinsmeister, and Lauren Leitner
<b>Location:</b>	Maple Room of Wausau City Hall, 407 Grant Street
<b>Date/Time:</b>	<b>Thursday, November 6, 2025, at 5:00 p.m.</b>

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1. Call to Order/Roll Call
2. Public Comment
3. Approval of the October 2, 2025, meeting minutes
4. Susan Haug – Bird City presentation
5. Discussion and Possible Action: Work Plan reports
  - Sustainability Manager – Carrie
    - 2025 Year in Review/Work Plan update
    - SolSmart status update
    - Wausau Sustainability Awards update
    - City Solar Array update
  - Media and Public Education – Christine/Jean/Carol
    - Future radio spots –
      - November – Year in Review (Jesse)
      - December
      - January
    - Newsletter deadlines – 2026
      - 3/6/26 – spring newsletter
      - 6/5/26 – summer newsletter
      - 9/11/26 – fall newsletter
    - WLGCC – Equinox Creative Communications materials
  - Elected Official Education – Jesse
  - Working w/Departments – Carrie
  - Policy and framework to guide decisions, etc –
    - Sustainability, Climate Action, Resiliency Plan – exploring grant opportunities and funding
  - Sustainable Food Systems
    - UW Extension backyard gardening class for winter 2026 – format and location
6. Next meeting date: Thursday, January 8, 2025, 5:00 p.m. tentative (Work Plan)
7. Adjourn

It is likely that members of, and a quorum of the Council and/or members of other committees of the Common Council of the City of Wausau will be in attendance at the abovementioned meeting to gather information. **No action will be taken by any such groups.**

In accordance with the requirements of Title II of the Americans with Disabilities Act of 1990 (ADA), the City of Wausau will not discriminate against qualified individuals with disabilities on the basis of disability in its services, programs or activities. If you need assistance or reasonable accommodations in participating in this meeting or event due to a disability as defined under the ADA, please call the ADA Coordinator at (715) 261- 6622 or ADAServices@ci.wausau.wi.us to discuss your accessibility needs. We ask your request be provided a minimum of 72 hours before the scheduled event or meeting. If a request is made less than 72 hours before the event the City of Wausau will make a good faith effort to accommodate your request.

Questions regarding this agenda may be directed to the Community Development Department at (715) 261-6680.

**This Notice was posted at City Hall and emailed to the Media on 10/30/2025**

Any person wishing to offer public comment may email City Clerk Kaitlyn Bernarde at clerk@wausauwi.gov with "SEEC comment" in the subject line prior to the meeting start. All public comment, either by email or in person, will be limited to items on the agenda at this time. The messages related to agenda items received prior to the start of the meeting will be provided to the Chair.

Other Distribution: Media, Alderpersons, Mayor, City Departments

MINUTES

October 2, 2025

Members Present: Jean Abreu (C), Alder Carol Lukens, Britnie Remer, Jesse Kearns, and Daniel Zinsmeister

Others Present: Carrie Edmondson, Deb Hoppe, Dale Doescher, Peter Sells, and Susan Haug

In compliance with Chapter 19, Wisconsin Statutes, notice of this meeting was posted and transmitted to the Wausau Daily Herald in the proper manner.

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**1. Call to Order/Roll Call**

Chair Abreu called the meeting to order at 5:01 p.m. The group went around with introductions.

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**2. Public Comment**

Deb Hoppe, Dale Doescher, and Peter Sells expressed concerns about the proposed City solar array project. Susan Haug asked if SEEC would consider areas of improvement to their Bird City status. One additional public comment was received in writing regarding land use at 1300 Cleveland Avenue.

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**3. Approval of the Minutes of the September 4, 2025, Meeting**

*Jesse/Britnie motion/second to approve the minutes – approved 5-0.*

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**4. Discussion and Possible Action: Work Plan reports**

- Sustainability Manager – Carrie –
    - The SolSmart certification process is going very well. A support letter was submitted from the Mayor. SolSmart conducted a zoning review of the City’s Zoning Code and overall had very favorable feedback. Carrie completed the planning and zoning training, and Inspections is scheduled to complete the permitting and inspections training this month.
    - Wausau Sustainability Awards – Press release went out September 23 and applications are due October 19.
  
  - Media and Public Education – Christine/Jean/Carol –
    - Future radio spots (third Tuesday) –
      - October – Christine/Britnie (Wausau Sustainability Awards)
      - November – Jesse (SEEC Year in Review)
    - Newsletter – one full page in one of the newsletters (1/2 page infographic and 1-2 paragraphs).
      - November – Carrie will use the Don’t Be So Salty graphic and text for the winter newsletter
  
  - Elected Official Education – Jesse
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- 
- September 23 City solar array and SEEC update went very well and was well received.
  - Working w/Departments – Carrie
    - Item completed and may transition to business engagement as determined by the work plan.
  - Policy and framework to guide decisions, etc. –
    - A plan is important to provide overarching guidance. There are a wide range of types of plans including sustainability, climate action, and resiliency. SEEC could provide guidance on whether a plan is needed, the type of plan, and funding sources. Britnie agreed to contact her networks and get more information. SEEC members will also look at other plans. This item will be brought back to a future agenda.
  - Sustainable Food Systems
    - UW Extension will coordinate a backyard gardening program. SEEC will determine the location, number of sessions and structure. The classes will start in early 2026. This will be discussed at the November meeting. Alder Lukens mentioned that the Winter Farmers Market has been successful at John Marshall Elementary being located within a neighborhood. The class will be announced at the December radio show.

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**5. Next meeting date: November 6, 2025, 5:00 p.m.**

November will include sustainability awards, gardening class, sustainability planning, and year in review.

December may be canceled.

January will be the work plan.

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**6. Adjourn**

*Carol/Jesse motion/second - approved 5-0. Adjourned at 6:18 p.m.*

to  
Birds

Ecology: Bird Deterrence; San Francisco).

See Toronto Green Standard and San Francisco as examples

## 2.3. Address light pollution

2.3.1 - (2 POINTS) Document that your community operates a significant Lights Out program that dims building lights to reduce collisions during spring and fall migration or that you have an outdoor lighting ordinance that includes Lights Out during bird migration.

Helpful links: Lights Out and outdoor lighting ordinance

## 2.4. Address direct human-related threats

2.4.1 - (2 POINTS) Show how your community regulates communication tower construction, siting, and lighting to mitigate their risk to migrating birds.

Helpful link: communication tower lighting

## 2.5. Address the threat of pesticides and other toxins

2.5.1 - (1 POINT) Show that your municipality practices Integrated Pest Management, using natural pest control and the best available science to minimize pesticide and herbicide use.

## **4 . Sustainability**

### **4 . 1 . Educate residents about climate impacts and renewable energy**

4 . 1 . 1 - (2 POINTS) Describe your community's efforts to educate residents about climate change.

### **4 . 2 . Reduce energy use and carbon emissions**

4 . 2 . 1 - (1 POINT) Document an energy audit for a municipal building and show that your community is working to implement its recommendations.

4 . 2 . 2 - (2 POINTS) Show that your community has implemented a sustainability plan that improves your community's energy efficiency and/or increases the use of renewable energy (Exclusions: Smart Growth comprehensive plans).

4 . 2 . 3 - (2 POINTS) Demonstrate that your community participates in a community solar program or that a municipal building receives a significant percentage of its electricity from renewable energy.

### **4 . 3 . Promote sustainable infrastructure and practices**

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## Bird-Safe Glass Ordinance

### Madison, Wisconsin bird friendly windows

Madison, Wisconsin, has implemented a **Bird-Safe Glass Ordinance** that requires bird-friendly glass for new building construction projects larger than 10,000 square feet, sky bridges, and ground-level glass features such as sound walls, glass screens, and bus shelters. This ordinance, passed unanimously by the City of Madison in 2020, aims to reduce bird collisions and protect the declining bird populations. The ordinance is a significant step towards creating a safer environment for birds and has been supported by various conservation organizations, including the American Bird Conservancy. [swibirds.org](https://swibirds.org)

The ordinance is part of a broader movement to address the issue of bird collisions, which is a major conservation challenge. The Bird Collision Corps, coordinated by Madison Audubon, actively monitors buildings in Madison during migration to document bird-window collisions and work with building owners to address problem windows. [Wausau Pilot & Review](#)

Madison's commitment to bird-friendly windows is a testament to the city's dedication to conservation and the well-being of its avian inhabitants. The ordinance's success is a positive example of how communities can take action to protect wildlife and promote sustainable practices. [swibirds.org](https://swibirds.org) +5

[swibirds.org](https://swibirds.org)

Bird-safe Glass Ordinance - Southern Wisconsin Bird...

[Wausau Pilot & Review](#)

Action soars to prevent migrating birds from hitting...



View all

[swibirds.org](https://swibirds.org)

<https://swibirds.org/bird-safe-glass>



### [Bird-safe Glass Ordinance - Southern Wisconsin Bird Alliance](#)

It also highlighted other municipalities that have enacted bird-friendly building ordinances without issue, and presented research showing that window collisions in Madison are a serious local ...

It's Official: Madison's Bird-safe Glass Ordinance is in the Clear

Delete Content

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Last Edited: 03/01/2025 20:09

Approved



4.2.1 - (1 POINT) Document an energy audit for a municipal building and show that your community is working to implement its recommendations.

**B** *I* U *T<sub>x</sub>*

The City of Wausau approached CESA's Energy Management services. Utility bills and square footage of the buildings were obtained. Walkthroughs of the city-owned buildings to view equipment used were also completed. After all this analysis was done, it "showed that it wasn't beneficial for us to work with the city at this time. Reasons because of the overall efficiency the city was operating at and the capabilities of the equipment wasn't much room for energy savings available."

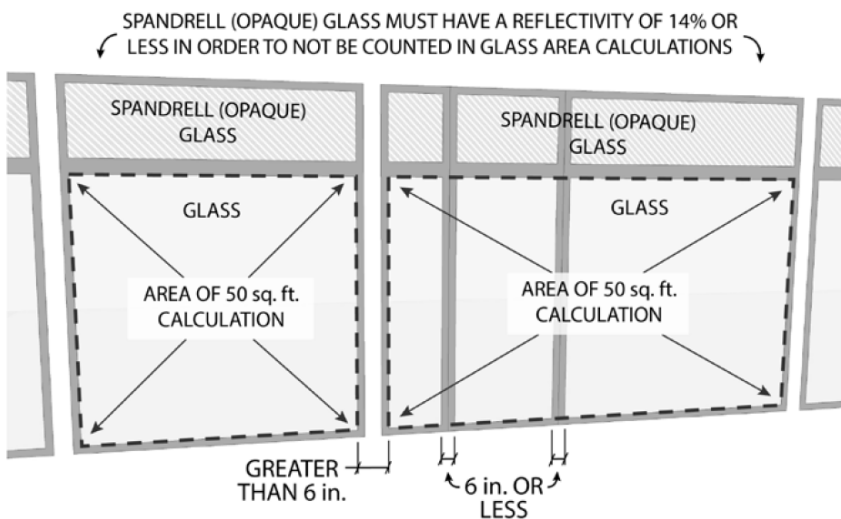
In 2019 Wausau did replace all the lighting in the mall parking lot with LED bulbs.

+ [Add Images](#) (maximum 10 / Up to 20MB each)

## 28.129 BIRD-SAFE GLASS REQUIREMENTS.

- (1) Statement of Purpose. The Bird-Safe Glass Requirements in this section are intended to reduce the heightened risk for bird collisions with glass on specified building designs and configurations.
- (2) Applicability. Subsection (4) applies to all exterior construction and development activity, including the expansion of existing buildings and structures, as specified therein.
- (3) Measuring Glass Area. Under this Ordinance, glass area shall be measured as one (1) continuous panel of glass or other transparent material, or a set of two (2) or more such panels divided by mullions of six (6) inches in width or narrower. Panels surrounded on all sides by solid walls or mullions wider than six (6) inches shall be considered individual windows. Spandrel or opaque glass with reflectivity of 14% or less shall not be included in the calculation of glass area. See Revised Figure 1. (Am by ORD-21-00073, 11-17-21)

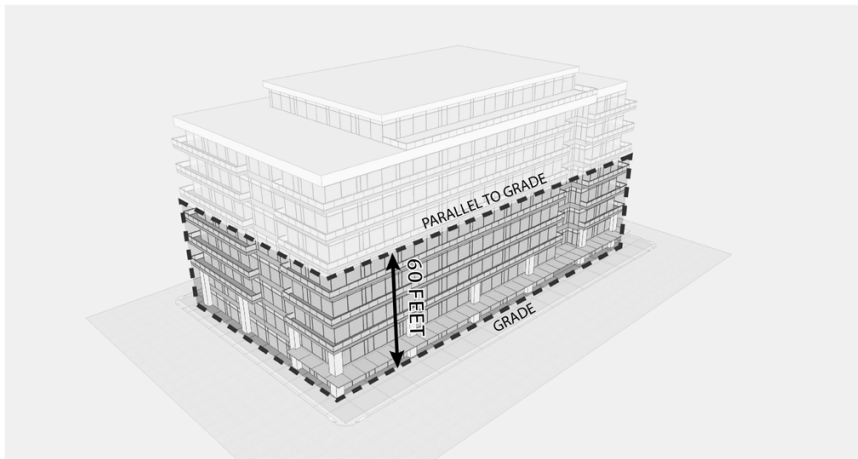
Figure 1 - Window Mullion Graphic



- (4) Bird-Safe Glass Treatment Requirements. Glass areas on the following buildings or structures shall be treated to reduce the risk of bird collisions by incorporating a pattern of visual markers that are either:
  - a) dots or other isolated shapes that are  $\frac{1}{4}$ " in diameter or larger and spaced at no more than a two-inch (2") by two-inch (2") pattern; or
  - b) lines that are  $\frac{1}{8}$ " in width or greater and spaced no more than 2" apart; low reflectance opaque materials; building-integrated structures like non-glass double-skin facades, metal screens, fixed solar shading, exterior insect screens, and other features that cover the glass surface; or other similar mitigation treatments approved by the Zoning Administrator.
- (a) Buildings or structures over 10,000 square feet. For any building or structure over 10,000 square feet in size (floor area of above-grade stories), bird-safe glass treatment is required as follows:
  1. For building façades where the first sixty (60) feet (see REVISED Figure 2) from grade are comprised of greater than or equal to fifty percent (50%) glass:
    - a. At least eighty-five percent (85%) of the glass must be treated; and
    - b. All glass within fifteen (15) feet of a building corner must be treated when see through or fly through conditions exist. See Figure 3.

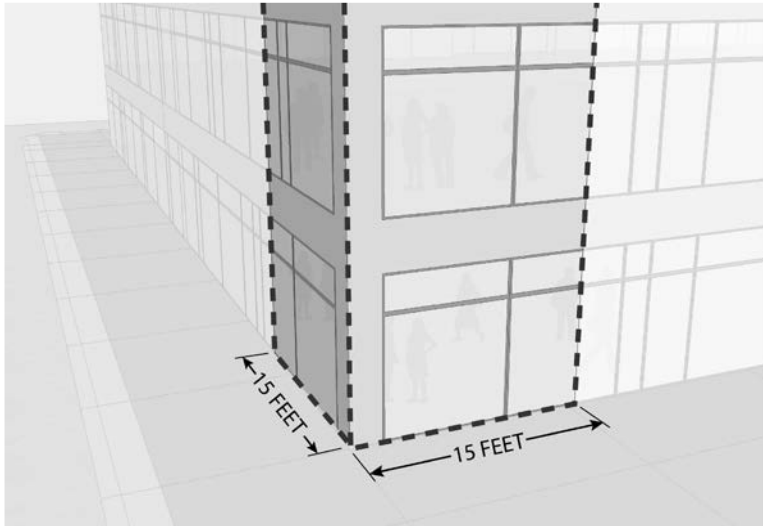
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2. For building façades where the first sixty (60) feet from grade are comprised of less than fifty percent (50%) glass:
    - a. At least eighty-five percent (85%) of the glass on glass areas fifty (50) square feet or over must be treated; and
    - b. Of all glass areas over fifty (50) square feet, any glass within fifteen (15) feet of a building corner must be treated.
  3. All glass railings must be treated.
  4. All glass on enclosed building connections shall be treated up to sixty (60) feet above-grade.
- (b) Sky-bridges. For buildings and structures of any size, all glass on above-ground bridges must be treated.
- (c) At-grade glass. For buildings and structures of any size, all at-grade glass features such as sound walls or glass screens must be treated."
- (5) This Ordinance shall become effective on October 1, 2020.

**Figure 2 - 60 ft. Graphic**



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**Figure 3 - Glass Corner Graphic**



(Cr. by ORD-20-00069, 8-14-20)

## **Sustainability, Energy, and Environment Committee (SEEC) Year in Review 2025**

SEEC Members: Jean Abreu (Chair), Alder Carol Lukens, Christine Daniels, Jesse Kearns, Britnie Remer, Daniel Zinsmeister, and Lauren Leitner

SEEC acts as an advisory body to the Common Council in the development of policies, programs and decisions that affect the relationship between the City and the environment. Enabling ordinance [here](#).

On March 14, 2023, the Common Council adopted a resolution supporting reduction of greenhouse gas emissions and energy security (attached). With this, the City committed to the following:

- Determine the level of energy use and greenhouse gas emissions in City government operations.
- Develop a municipal energy plan with the goal of moving City government operations to a more secure, and 100% clean energy by 2050.
- Provide resources and information to residents and businesses to support them in the transition to a cleaner energy future.
- Create cost savings through efficiency upgrades and clean energy technologies that will reduce the burden of City government operations on the tax levy.

The City is a member of the [Wisconsin Local Government Climate Coalition \(WLGCC\)](#) and a [Green Tier Legacy Community](#) through WDNR.

A Work Plan was completed in November of 2024, which helped to direct goals and objectives through 2025.

The following overarching goals were identified:

### **Sustainability Manager**

- 1) SolSmart designation is being pursued.
- 2) Dedicated sustainability staff position is being pursued.
- 3) The Wausau Sustainability Awards program was reformatted and relaunched.

### **Public Educations through media campaign and promotion of SEEC**

- 1) A Committee logo was adopted.
- 2) Seasonal initiatives and branding were established and promoted.
- 3) Monthly radio interviews conducted.

- 4) Quarterly submission in the Wausau Works for You newsletter.

#### **Regular education with Common Council**

- 1) A Common Council update was given.
- 2) A petition was organized to support the City solar array.
- 3) A support letter was drafted and adopted in support of the City solar array.
- 4) SEEC presented the support letter and petition before the Wausau Water Works Commission and Common Council.

#### **Working with City Departments (advocating for them and supporting their initiatives)**

- 1) Department interviews completed and results attached.

#### **Policy and framework to guide decisions and elevate sustainability goals**

- 1) SEEC is in discussion about the need for either a climate action plan, sustainability plan, or resilience plan or a combination of these. Funding opportunities are being explored.

#### **Farmers Market/Food Stop**

- 1) SEEC is in discussion with UW Extension who will be offering a backyard gardening course in early spring with sustainability benefits being emphasized including:
  - Reducing GHG emissions from transportation
  - Supporting local farmland preservation
  - Minimizing food waste
  - Reducing packaging

The Committee is planning a new work plan for January 2026 to re-establish overarching goals and priorities.

CITY OF WAUSAU, 407 Grant Street, Wausau, WI 54403

**RESOLUTION OF THE PUBLIC HEALTH & SAFETY COMMITTEE**

Supporting Reduction of Greenhouse Gas Emissions and Energy Security.

Committee Action: Approved 5-0

Fiscal Impact: Undetermined

**File Number:** 23-0308

**Date Introduced:** March 14, 2023

**WHEREAS**, the city’s Sustainability, Energy and Environment Committee (SEEC) was created to act as an advisory body to the Common Council in the development of policies, programs, and decisions that affect the relationship between the City and the environment; and

**WHEREAS**, the city of Wausau desires to be among the communities leading on critical environmental and societal issues, having approved a Resolution in support of environmental justice; and

**WHEREAS**, the city of Wausau has embraced Energy Independence, evidenced by the passing of an energy independence resolution in 2008; and

**WHEREAS**, the City declared itself an eco-municipality in 2009, and among the guidelines for sustainable practices are reducing dependence upon fossil fuels and reducing dependence upon harmful chemicals and other manufactured substances that can accumulate in nature; and

**WHEREAS**, the Wisconsin Initiative on Climate Change Impacts (WICCI) shows continued warming, increases in rain and snow, and more frequent extreme rainfall events; and,

**WHEREAS**, in 2020, the city of Wausau joined other communities in leading a healthier future as a Green Tier Legacy Community through the Wisconsin Department of Natural Resources; and,

**WHEREAS**, the Green Tier Legacy Community scorecard encourages member communities to commit to achieving a science-based, community-wide Green House Gas reduction goal, and

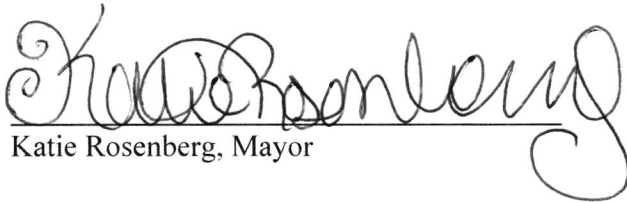
**WHEREAS**, The Federal legislation known the Bipartisan Infrastructure Law and the Inflation Reduction Act, have created historic opportunities for communities and individuals to transition to renewable energy sources and reduce their greenhouse gas emissions, and

**WHEREAS**, Future availability and price of fossil fuels for energy production may be volatile due to circumstances beyond the control of the City of Wausau.

**NOW THEREFORE, BE IT RESOLVED**, the city commits to...

- Determine the level of energy use and greenhouse gas emissions in City government operations
- Develop a municipal energy plan with the goal of moving City government operations to a more secure, and 100% clean energy by 2050
- Provide resources and information to residents and businesses to support them in the transition to a cleaner energy future.
- Create cost savings through efficiency upgrades and clean energy technologies that will reduce the burden of City government operations on the tax levy.

Approved:



Katie Rosenberg, Mayor

# Department Director Meetings with SEEC

Jamie Polley, Parks Director

Eric Lindman, DPW/Utility Director

Randy Fifrlick, Development Director

Arran Hersey, Transit Director

Matt Barnes, Police Chief

Jeremy Kopp, Fire Chief

From: Sustainability Committee  
Re: Survey on GHG Challenges and Opportunities

**Questions:**

- At your professional conferences or through continuing education, is there any discussion/preparation in your industry due to climate change?
  - *Electric equipment instead of gas. Testing mowers and smaller equipment. Field painter is electric and saving a lot of \$. Looking at areas to not mow. Trail lighting is LED. Conf coursework on sustainable communities.*

**Additional Notes:**

- Would like to replace Ice Bldg in future. Could explore for green mechanicals and energy.
- Adapting to making snow. Water use and sewer.
- Have installed rain sensors, actuators on decorative fountains.
- Hanging baskets are self-watering. Napa, CA replaced baskets with community art. Baskets could be a future budget cut.
- Use a lot of natural sprays. Limit use of Round Up.
- No policy in place on any kind of chemical use.
- Newsletter items: Goats. Goat-a-palooza. Types of sprays they do use.
- Dept grows all plants in greenhouse. Extras are given away for free.
- Tree replanting to replace Ash is done carefully and considered. Leaf compost site in Parks wooded areas potential.
- Need help knowing what the threshold for change over with regards to gas engine vs electric.
- Lack of staffing to maintain new infrastructure.
- Athletic Park field turf infill is **olive pits** not crushed rubber.
- Two parking lots. Riverside and Sylvan. Really bad shape. Alternatives to asphalt?
- Could we add options to code that could be alternatives to asphalt on parking lots and driveways?
- (Stormwater credit to homeowner/developer when using permeable paver?)
  - Andy's notes: found out that permeable pavers require yearly maintenance in order to perform well. Gaps fill up with sediment. Really not a great alternative.
- Irrigate from well. Dig well within City.
- Bring Jamie in when reviewing development landscaping in ROW.

SEEC & Directors Meeting - Sept 24

DPW

Eric, Allen, Solomon, Dustin

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Winter weather has been variable. Ice storms are more expensive. Has new equipment to not use salt. Use less salt/sand...add on costs.

EV – technicians must be certified and new hazards. Impacts the design of buildings. Grid to DPW not adequate.

Charging stations located on private sites.

Solomon – propane for light - medium duty vehicles. Local company would install fueling stations on DPW site. Propane fuel is steady price. Hybrid police were supply constrained. Parking are hybrids. EV again comes around to maintenance and charging.

Foundry – wanted 24 fast charging WPS was not able to supply enough power. Unknown capacity to add more, and what demand is.

Solar Array – makes sense because of the payback. Wastewater stores methane for electric turbines and future biosolids dryer.

Cmte could be a cheerleader for DPW. Need a full list of all good city projects to promote.

Policy on building standards? Yes. Keep it broad.

Policy on development that charging stations should be included for the private sector to do.

Tracking salt use. Not increasing budget is a win.

Eric is curious about charging stations. City wants to minimize things to maintain which makes a good

Advantage is City has electrical department.

Training needed to handle EV and new training.

\$ for upfront capital costs. Need lifecycle analysis.

Solar – approve budget – Design in 2025 with construction in 2026.

## Sustainability, Energy, and Environment Committee (SEEC) Director Meeting Notes

**Tuesday, May 20<sup>th</sup> 9:00 a.m.**

**Randy Ffirick, Development Director**

At your professional conferences or through continuing education, is there any discussion/preparation in your industry due to climate change?

- Supply chain issues/business retention has come up. We are somewhat lucky that Wisconsin is a climate haven and from a tourism standpoint this may allow us to attract more visitors.

What challenges do you foresee to providing City services due to changes in our environment/climate/extreme weather?

- Emergency preparedness is something that the City continues to strive to address. Alternative energy sources such as solar and geothermal create more independence. The City has invested significantly with the integration of PFAS removal systems. The City is in the best position to remediate brownfield sites (v. the private sector that often doesn't have the time or resources to handle brownfield clean-up). However, this is costly and time intensive and it is sometimes difficult to generate City support for these complicated projects.
- Drinking water treatment facility solar array project has stalled – likely due to funding and prioritization.
- Large scale solar array projects may not always be highest and best use of the land. Rooftop solar can maximize development opportunities.

Are there other actions, not specifically energy-related, that you'd like to pursue that fall under sustainability?

- Land use and transportation planning (e.g. bringing large scale multi-family housing to downtown) reduce automobile use and create integration between live/work/play, this maximizes efficiencies in multiple ways.
- Brownfield site clean-up continues to be a high concern. WDNR is slow to work with, site clean-up is expensive and time intensive, and it is often difficult to get buy-in for expensive projects that have a long time horizon.
- Specifically with food systems planning, he mentioned that UW-Extension may be a good partner. We also discussed the potential with a dedicated sustainability staff person and an overarching sustainability plan. Point source pollution reduction continues to be the most effective way to reduce phosphorus from farm fields.

Is there a specific action that SEEC could advocate for?

- Support for brownfield site clean-up (to get properties back on the tax rolls).

Economic drivers include – residential infill, technology based businesses, and outdoor recreation opportunities.

## Sustainability, Energy, and Environment Committee (SEEC) Director Meeting Notes

**Tuesday, May 20<sup>th</sup> 10:00 a.m.**

**Arran Hersey, Transit Director**

At your professional conferences or through continuing education, is there any discussion/preparation in your industry due to climate change?

- Emissions and alternative fuel vehicles including hybrid, electric, and hydrogen fuel cell (FCEB) buses. Electric buses do not hold charge well in a cold climate. Hydrogen seems to have the most promise at this time and is being used more widely in Europe. The City of Las Vegas just purchased two for \$3 million. A regular diesel gas bus costs about 620k. Therefore, costs would need to come down to make this a reality for Wausau. He noted there are two plants (one in Madison and one in Milwaukee) that are working to refine the hydrogen fuel technology. Jay mentioned that Madison has a solar project powering hydrogen buses, more information [here](#).
- He is currently replacing ten 2009-2011 diesel buses with new diesel buses. Metro Ride has 26 diesel fuel buses and 4 paratransit buses.
- He is looking into a rideshare model that would travel to some of the larger employers in the area.
- Additionally Metro Ride is undergoing a feasibility study to determine if the current facility or an alternative location can best meet demand. He has concern that the current facility may not well accommodate future alternative fuel vehicle fueling/servicing needs. The existing building is also located within the 100 year floodplain which becomes more costly.

What challenges do you foresee to providing City services due to changes in our environment/climate/extreme weather?

- With more extreme cold or hot temperatures, the concern is to prevent people from waiting outdoors and get them into buses. This creates more idling time.

What is your interest in lowering the energy demand or using alternative energy in your department?

- It would be advantageous in a new facility to integrate solar. This could be something that the SEEC could express support for.

Are there other actions, not specifically energy-related, that you'd like to pursue that fall under sustainability?

- Continuing to look at existing routes and ensure that they are providing the best service and contain the highest ridership.
- Promotion to get people to use public transportation/ride the bus. A more forward facing phone app would help with accessibility. Google Maps does have a transit option when mapping your route. A PSA explaining how to use this could be beneficial.

- This may include expanding service lines or providing service on weekends.
- Have also considering providing bus passes to those that have financial need.

## Sustainability, Energy, and Environment Committee (SEEC) Director Meeting Notes

**Wednesday, June 11<sup>th</sup> 2:00 p.m.**

**Matt Barnes, Police Chief and Melinda Pauls, Patrol Captain**

At your professional conferences or through continuing education, is there any discussion/preparation in your industry due to climate change?

- No

What challenges do you foresee to providing City services due to changes in our environment/climate/extreme weather?

- Not specifically related to environment/extreme weather, but Chief Barnes talked about how the PD is addressing the unhoused.
- There is a need for transportation services for the public including the unhoused and there is a loss of federal funding for buses. EV buses are not practical in Wisconsin winters and this is sometimes required to receive funding.
- As of 6/1/2025, the Wausau PD began operation of the year-round homeless shelter at First United Methodist Church in Wausau. Ideally, he would like to see this transition to private or non-profit sector ownership with a funding transition likely.
  - There are four transitional housing options in Wausau, Bridge Street Mission, The Gospel TLC, The Women's Community, and The Hagar House. STP housing for men exiting prison exist but no parallel program exists for women. The Salvation Army can accommodate up to three families.
- The homeless encampments have been broken up, but he felt the only way he could break these up is if people were told they had somewhere else to go.

Are there other actions, not specifically energy-related, that you'd like to pursue that fall under sustainability?

- PD has owned hybrid vehicles (he felt the fuel savings was likely a wash with the increased vehicle cost) and he is open to other options. He does not feel that electric vehicles would provide the reliability that PD needs.
- Camera/data storage expenses have increased over the past several years.
- They did look at incorporating green initiatives into their evidence storage building that was constructed in the industrial park 6-7 years ago, but it did not cost out.
- He thought some smaller EV options could be done in the future such as electric bikes and UTVs.

Is there a specific action that SEEC could advocate for?

- He felt that it would be good for SEEC to review projects that are being considered under the CIP process.
- He thought the SEEC could advocate for the unhoused population and the need for a shelter that operates and is funded in a sustainable manner by recognizing the solution as a five-year financial commitment to achieve financial independence.

- Policy that addresses the unhoused being brought into the City of Wausau because of the vast services available here.
- Looking ahead with planning and perhaps capital funding foresight which will address aging buildings (PD building has AC/boiler that had 20 year lifespan and now after 25 years are in need of replacement).

## Sustainability, Energy, and Environment Committee (SEEC) Director Meeting Notes

**Wednesday, June 25<sup>th</sup> 2:00 p.m.**

**Jeremy Kopp, Fire Chief**

He noted that process is a significant factor with City government, learning to go through committee, City Council etc. He noted that it would be beneficial for the SEEC to identify which committee would make the most sense for their goals and initiatives.

At your professional conferences or through continuing education, is there any discussion/preparation in your industry due to climate change?

- No
- Note – the positions within the department have changed substantially over the past couple decades now include dive team rescue, HAZMAT, paramedic, etc.

What challenges do you foresee to providing City services due to changes in our environment/climate/extreme weather?

- Fire vehicles need to keep running in all weather due to the instruments and essential equipment that must stay charged.
- The use of foam has been substantially reduced over the past several years.
- PFAS free gear that still meets NFP standards has been purchased, and firefighters have a second set as laundering is quite extensive.

Are there other actions, not specifically energy-related, that you'd like to pursue that fall under sustainability?

- He has recently worked to fill a high number of vacancies; partnership has been essential to this, and they have partnered with NTC to help meet this need in addition to one on one training opportunities.
- He believes strategic planning and succession planning are both essential and lead to increased resiliency.
- A new facility is needed (and would hopefully be much more energy efficient).
- One recent success is the creation of a community care paramedic position. This has significantly reduced the number of 911 calls, as this individual works directly with the highest users of 911. This is a partnership between Fire Department/Aspirus/Community Foundation. 911 calls from these users have gone down 66%! Many other communities want to model after this.

Is there a specific action that SEEC could advocate for?

- CIP planning process is changing to a five year process which is a good way to look at capital goals over time.
- Much of the equipment is quite expensive, for example five AED machines will be needed in the next five years at \$160,000 per year.
- New facility is top priority that SEEC could advocate for (joint-memo?)

We also got an awesome tour!

## SolSmart Silver Designation for Wausau, WI

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**From** SolSmart Admin <admin@solsmart.org>

**Date** Fri 10/24/2025 9:56 AM

**To** Carrie Edmondson <Carrie.Edmondson@wausauwi.gov>

**Cc** Kelly Aves <Aves@nlc.org>; Debra Perry <dperry@icma.org>; Sarah Yeager <syeager@icma.org>

 1 attachment (13 KB)

SolSmart-Logo\_Silver\_color.CMYK.print.png;

You don't often get email from admin@solsmart.org. [Learn why this is important](#)

Dear Carrie,

We are pleased to share that Wausau, WI has been awarded SolSmart Silver designation. This designation is in recognition of all the hard work and leadership your community has shown to reduce costs and encourage energy options at the local level.

The SolSmart program is honored to award Wausau a SolSmart Silver designation plaque to commemorate your achievement. Please provide the **name**, **phone number**, and **address** for shipment!

Attached please find a SolSmart logo that your community can feature on your website or other community materials.

Again, congratulations! We look forward to hearing from you.

Sincerely,

Casey Gilmartin, SolSmart Team



# CAMPAIGN CONTENT CALENDAR

## October 2025 – Energy Awareness Month

Energy Awareness Month → frame October as a celebration of energy efficiency.

### Campaign Kickoff (EE First)

With Energy Awareness Month in full swing and heating season on its way let's talk about how to use less and save more!

Energy efficiency lowers costs without sacrificing comfort.

Wisconsin, your homes can be cozy, affordable, and resilient. 🏠❄️

Stay tuned for more energy-saving tips and tricks to keep your home comfortable throughout the fall and winter seasons!

**Image Idea:** Wisconsin home glowing in the evening/night, text: "Efficiency First. Comfort + Savings."



### Winter in Wisconsin and savings

This season, invest in your comfort and your community. Every dollar saved on energy stays right here in Wisconsin. 💚

Efficiency isn't just about comfort. ➡️ It's about control:

- Lower bills that stay predictable, even as rates rise
- Rebates and federal tax credits that make upgrades affordable now
- Homes that are resilient through extreme cold and rising energy costs

Built for Wisconsin winters, efficient homes keep the heat in and the cold out. 🧠💧

Ready to start? Visit [Client Website/Link] to explore rebates, trusted contractors, and tips to make your home efficiency ready for winter.

### **Image Idea:**

- Split image: cozy Wisconsin home with snow outside + infographic panel "Efficiency Pays Back: Comfort • Savings • Resilience."
- Include CTA button/graphic: "Find Rebates & Start Saving."



## **Incentives**

October is Energy Awareness Month and there's no better time to act!

Focus on Energy rebates + federal tax credits = maximum savings.

Your home, your wallet, and Wisconsin win.  
(CTA Link to rebates and tax cut info/deadlines )

**Image Idea:** Infographic showing "Stack Your Savings: Rebates + Tax Credits."



## **Small Changes, Big Savings**

Celebrate Energy Awareness Month with us by making small upgrades with BIG impact.

From smart thermostats to better insulation, efficiency keeps paying you back.  
Follow the link to explore the small upgrades that will help you start saving now! (LINK)

**IMAGE Idea:** Carousel of EE upgrades (LEDs, insulation, smart tech).



## **Oct 31- Halloween and EE**

Keep the lights glowing for trick-or-treaters...without scaring your energy bill. 🧛💡  
LED bulbs use up to 80% less energy, last longer, and keep your home shining bright all season.  
Energy efficiency is more than savings.

It's a Wisconsin value. Practical, cost-conscious, and built to last. 💚  
This Energy Efficiency Month, let's strengthen our communities one upgrade at a time.

➡ Switch to LEDs, seal up drafts, and explore rebates that make it affordable to get started today.

**Image Idea:**

- *Neighborhood street on Halloween night, kids trick-or-treating, with a glowing porch lit by LED lights.*
- *Text overlay: "Shine Bright. Save Big. Efficiency Pays Back."*



## November 2025 – Solar and Resilience

### **Nov 3 – Solar Affordability**

☀️ Solar has never been more affordable! ☀️

Today's panels deliver more electricity for less.

Invest in your home, your savings, and your future.

follow the link to learn more (CTA on solar information)



### **Nov 10 – Winter Solar Myth Busting**

Myth: "Solar doesn't work in Wisconsin winters."

Fact: Solar panels still produce—even on cloudy days. ☁️

Wisconsin sun = Wisconsin savings.



### **Nov 17 – Resilience + Storage**

When the power goes out, will your lights stay on? 🙄 ⚡

Pairing solar with battery storage means:

- ☑️ Reliable backup power during storms, floods, or outages
- ☑️ Protection for essentials—heating, refrigeration, medical devices, internet
- ☑️ Peace of mind knowing your home is ready when the grid isn't

Resilience keeps our Wisconsin communities stronger and safer through extreme weather. 🌩️  
Solar + storage is more affordable than ever thanks to federal tax credits and Focus on Energy programs.

➡️ Take control of your energy future: explore how solar + storage can protect your family and community at [Website/Link].



### **Nov 24 – Thanksgiving / Community Solar**

This season let's be thankful for the power of community and the choices that make Wisconsin homes stronger. 💚

🏠 **Local power** from solar keeps more dollars in our neighborhoods.

💡 **Efficiency upgrades** lower bills and waste, helping families save year after year.

🌩️ **Climate resilience** means homes that stay comfortable and safe through storms and outages.

👷 **Local jobs** are created every time we invest in clean energy and efficiency.

Together, we're building a Wisconsin that's practical, cost-conscious, and built to last. 💚

➡️ Explore rebates, tax credits, and programs that make it affordable to get started at [Client Website/Link].



# Messaging Frameworks & Campaign Resources

This document includes **Messaging Frameworks** and related content that can be used for the following:

- Social media campaigns
- Website blurbs
- Newsletter-ready content
- Email or print-ready content for internal staff or residents

**Topics Covered:** EE and Solar contributing to Resiliency of buildings and communities.

- ENERGY EFFICIENCY IN WISCONSIN: CAMPAIGN STATEMENTS PROMOTING EE
  - Tax credits
    - Most solar vendors are already booked; concern is happening; some that they can still install this year may not be reputable
    - Focus on EE
  - IRA funding still available
  - EE First messaging
- SOLAR IN WISCONSIN: CAMPAIGN STATEMENTS PROMOTING ROOFTOP / DISTRIBUTED SOLAR
  - More affordable than ever

**Ideas for later (discussed with members in September 2025):**

- Climate – bad weather outcomes to climate change when appropriate
  - Massive flooding, disaster declaration
  - Disasters will always occur, so having some evergreen content to be ready when something happens in Wisconsin
    - Better time than ever to invest in solar/ ee as you are making renovations and rebuilding to become more resilient for future events

# Messaging Frameworks & Content

## (1) ENERGY EFFICIENCY IN WISCONSIN: CAMPAIGN STATEMENTS PROMOTING EE

### **General Statements**

- The cheapest energy is the energy you don't use. Stop waste before it starts.
- Small changes, big savings—efficiency adds up every month.
- Make your home work smarter—not harder—with efficiency upgrades.
- Cut energy waste, not comfort—modern efficiency keeps life running smoothly.
- Efficiency pays back—every upgrade delivers long-term savings.

### **Wisconsin-Specific / Community Pride**

- Built for Wisconsin winters—efficient homes keep the heat in and the cold out.
- Summer-ready—efficient cooling keeps families cool without high bills.
- Local savings stay local—efficiency dollars flow back into our community.
- Efficiency is a Wisconsin value—practical, cost-conscious, and built to last.
- Resilient by design—efficiency keeps communities steady through rising energy costs.

### **Community-Friendly Messaging**

- We've cleared the path for savings—programs and rebates make efficiency easier.
- Upgrading is simpler here—our community connects you with trusted contractors.
- We've cut the red tape—so efficiency upgrades start saving you sooner.
- Efficiency-friendly by design—our local programs help your projects move faster.

### **Affordability Over Time**

- Insulation that pays for itself—keep comfort in, and money in your pocket.
- Smart upgrades save for decades—today's improvements last well into tomorrow.
- Efficiency compounds over time—each step builds on the last for deeper savings.
- While prices rise, efficiency saves—use less and spend less.
- Pay once, save for years—efficiency keeps lowering bills long after the upgrade.

### **Incentive Information**

- Focus on Energy makes it affordable—rebates and incentives cover part of the cost.
- Federal tax credits add even more—stack programs for maximum savings.
- Incentives lower the upfront cost—lifetime savings keep building year after year.
- Now is the best time—programs are available at every level to make upgrades easier.
- Get rewarded for saving energy—today's incentives pay you back for being efficient.

### **Business & Nonprofit-Oriented Phrases**

- Cut overhead, not services—efficiency lowers bills so you can invest more in your mission.
- Predictable energy costs mean predictable budgets.
- Comfort matters—efficient lighting, heating, and cooling improve workplaces and gathering spaces.
- Efficiency raises your profile—show your community you're committed to smart savings.
- Spend less on utilities, more on people—efficiency frees up funds where they're needed most.

## (2) SOLAR IN WISCONSIN: CAMPAIGN STATEMENTS PROMOTING ROOFTOP / DISTRIBUTED SOLAR

### **General Statements**

- Sunlight doesn't raise rates—lock in your own low-cost power.
- Local power, local jobs, local benefits—solar keeps more dollars in our community.
- Your roof can work harder—turn wasted sunlight into homegrown electricity.
- Energy freedom starts here—solar puts you in control of your home's energy.
- Outage-ready—pair solar with battery storage to keep your lights on when the grid goes down.

### **Wisconsin-Specific / Community Pride**

- Wisconsin winters? Solar still shines—modern panels produce even on cloudy days.
- Keep the lights on, even in a storm—battery-backed solar boosts community resilience.
- Our sunny summer days can power our winters—store excess energy for when you need it.

### **SolSmart-Specific Messages**

- We're a SolSmart community—making solar easier, faster, and more affordable for you.
- Going solar here is simpler—our SolSmart designation means shorter permit times, clear rules, and more local support.
- We've cleared the path for solar—our SolSmart commitment cuts red tape so you can start saving sooner.
- Solar-friendly by design—thanks to SolSmart, your project moves from plan to panels faster.

### **Affordability Over Time**

- 15 years ago, solar was a luxury. Today, panels cost about 80% less than in 2010—meaning more power for far less money.
- Solar has never been more affordable—modern panels deliver more electricity for every dollar spent, even without tax credits.
- Better tech, lower prices—the average U.S. cost of solar has dropped from over \$8 per watt in 2009 to under \$3 today.
- Solar's price drop outpaces inflation—while many costs have risen, the cost to install solar has fallen dramatically.
- High performance, low price—today's panels produce more electricity in less space, so your investment works harder from day one.

### **Business & Nonprofit-Oriented Phrases**

- Cut operating costs for decades—lock in predictable energy rates with solar.
- Turn overhead into equity—your roof can be an income-producing asset.
- Invest in resilience—solar + storage keeps critical operations running during outages.
- Make your mission visible—solar shows donors, customers, and your community you mean it.

- Free up budget for your core work—spend less on electricity, more on your mission.
- Lower your bills, raise your profile—solar is good for your bottom line and your brand.
- Protect your budget from rate hikes—solar shields you from unpredictable energy costs.
- Your building can work harder—turn unused roof space into long-term savings.
- Sustainability is a selling point—solar meets customer and funder expectations for climate action.
- Power your growth, not the utility's rates—generate your own clean energy onsite.

## Image Ideas



## December 2025 – final push and celebrate wins

### Dec 1 – IRA Funding

Did you know? IRA funding + Focus on Energy programs are still available. 🏠  
Now is the BEST time to upgrade to energy efficiency. Don't miss out.  
(CTA Link to more info on funding and programs still available)



### Dec 8 – Climate + Resilience

#### Caption:

Winter storms, power outages, flooding—disasters will always happen in Wisconsin. 🌪️ ❄️ 💧  
But families don't have to face them unprepared.

- 💡 **Efficiency upgrades** keep homes warmer, bills lower, and budgets more predictable.
- ☀️ **Solar + storage** provide reliable backup power when the grid goes down.
- 🏠 Together, these investments strengthen not just your home but our whole community. As we close out 2025, it's the perfect time to prepare your home for tomorrow's challenges. Affordable programs, rebates, and tax credits make upgrades easier than ever.
- ➡️ Start the new year resilient: explore Wisconsin efficiency + solar resources at [Website/Link].

*Image ideas: could be 2026 looking forward to the next year and what's ahead or warm home/comfortable scene.*



## Dec 15 – nonprofits

Cut overhead, not services—especially during the holiday season. 📺 💡

This time of year, Wisconsin nonprofits and community organizations are stepping up to support families with meals, warm clothing, and holiday cheer.

Every dollar saved on energy bills is a dollar that can go back into those vital services.

Energy efficiency upgrades help:

- 🔥 Keep community spaces warm and welcoming through Wisconsin winters
- 💛 Free up budgets for food, clothing, and support where it's needed most
- 📊 Protect organizations from rising energy costs so they can plan ahead

With Focus on Energy rebates and federal tax credits, upgrades are more affordable than ever.

➡ Invest in efficiency today and help your mission shine brighter this season and for years to come. (link to FOE or rebates info)

- **Image Ideas:** Text overlay: “Efficiency Saves. Communities Gain.”  
Carousel: “Lower bills → More meals served → Stronger communities.”



## Dec 22 – Solar Year-End Incentives

🕒 Don't wait—2025 is almost over! There's still time to take advantage of federal solar incentives before the year ends.

Installing rooftop solar now means:

- 💎 Lower upfront costs with federal tax credits + Focus on Energy rebates
- 🔒 Locked-in savings for decades, even as utility rates rise
- ☀️ Greater resilience through Wisconsin winters and storm season
- 🏠 A stronger, more sustainable future for your family and community

Solar has never been more affordable... Programs are here today, but incentives don't last forever.

➡ Make your move today. Find out if your home qualifies at [Website/Link].

**Image Ideas:**

- *Countdown graphic:* “Solar Incentives End Dec 31 – Don’t Miss Out!”
- *Infographic:* “2025 Incentives = Save Thousands” → arrows pointing to “Lower Bills • Greater Resilience • Clean Energy.”
- *Family-focused winter imagery:* Wisconsin home with rooftop solar panels glowing against a snowy backdrop.



### Dec 29 – Wrap-Up / Looking Ahead

2025 was just the beginning for clean energy in Wisconsin. 💡 🔁

This year, families across our state took steps big and small, upgrading insulation, sealing drafts, switching to LEDs, or even installing solar panels.

Each action adds up to stronger, more resilient communities. 🤝

We want to hear from YOU:

✦ What energy-saving steps did you take in 2025?

✦ What’s on your list for 2026—efficiency upgrades, solar, or something new?

Drop your answers in the comments 🗨️ and inspire your neighbors to start the new year strong. Together, we’ll make Wisconsin homes smarter, more affordable, and more resilient.

#### **Image Ideas:**

- *Graphic with text overlay:* “2025 Wins → 2026 Goals”
- *Carousel with two prompts:* Slide 1: “What did you do in 2025?” Slide 2: “What’s your plan for 2026?”



(Short version)

### Turnip the Beet! Beginning Vegetable Gardening for Everyone

Whether you are new to gardening or looking to sharpen your skills, this free course offers practical, science-based guidance for growing vegetables. Join us in person (2-hour sessions) or online (1.5-hour sessions) for four drop-in friendly classes that cover:

- Garden planning and plant selection
- Soil health and planting techniques
- Using IPM to control insect pests
- Disease and weed control strategies

No prerequisites. Attend one or all sessions to build your gardening confidence.

---

(Longer version- more info)

#### **Course Title:**

**Turnip the Beet! Beginning Vegetable Gardening for Everyone**

#### **Course Description:**

This free, beginner-friendly course is designed for anyone interested in growing vegetables, whether starting from scratch or refining existing skills. Through four interactive sessions, participants will explore the fundamentals of vegetable gardening using an Integrated Pest Management (IPM) framework. Each session builds on the last but is also designed to be drop-in friendly, allowing flexibility for participants.

#### **Audience:**

Novice and experienced gardeners seeking practical, science-based guidance for growing vegetables.

#### **Format and Delivery:**

- **In-person sessions:** 2 hours each
- **Virtual sessions:** 1.5 hours each
- **Drop-in friendly:** Attend any session independently or follow the full series for a comprehensive experience
- **No prerequisites or fees**

#### **Session Overview:**

1. **Getting Started Planning the Garden**

- Classify vegetables by season and plant family
- Apply IPM principles to garden planning and plant selection
- Learn succession planting and crop rotation techniques
- Identify reliable gardening resources

## **2. Soil Health and Planting**

- Understand soil components: chemical, physical, and biological
- Explore the role of organic matter and soil pH in plant health
- Match nutrients to plant functions
- Compare direct seeding and transplanting methods
- Access soil and planting resources

## **3. IPM and Insect Management**

- Learn the components of the IPM framework
- Understand insect life cycles and damage types
- Distinguish beneficial insects from pests
- Review pesticide label importance and chemical management timing
- Identify insect-related resources

## **4. Disease and Weed Management**

- Identify causes and conditions for plant diseases
  - Differentiate signs vs symptoms and understand water's role in disease
  - Recognize weed characteristics and invasive plants
  - Apply cultural and mechanical weed control methods
  - Compare herbicide types and application timing
  - Access disease and weed management resources
-